

## FOR IMMEDIATE RELEASE

### Contact

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### **Have Scissors...Will Travel**

Craft Industry Pro On Media Blitz To Bring Diversity To Popular Hobby

### **Kim Luty uses scrapbooking to illustrate that its our differences that make us the same**

"The scrapbooking market has traditionally presented an extremely limited number of products targeting people who are outside what most of us call 'the norm'," says craft industry professional Kim Luty. A scrapbooking enthusiast as well as a professional, Luty says it was difficult, if not impossible, to "find images of blended families, unmarried adults, single parents, active seniors, people with curbs, and the disabled."

Even more troubling, she felt, was the lack of diversity within the product lines. She found scrapbook kits with images that were appropriate for people of color, or for people of one religious background or another, but "They seemed very 'one note' to me," she says.

To Luty, existing scrapbooking products "didn't represent the diversity of people and lifestyles that I see all around me every day." She decided to address the situation and today, with her company **Same-Differences**, Luty is changing the world of scrapbooking to look more like *her* world, "a magnificent tapestry made up of beautiful, but different threads."

### **My World and Welcome To It**

Luty travels extensively to promote her products and her philosophy. Her bright articulate style and left-of-center sense of humor make her a perennial favorite on radio and television. She was recently featured as part of the DIY Television's Cropping USA 2006, the cable network's annual look at the best and brightest in the world of scrapbooking.

Luty's products distinguish themselves from other mainstream offerings for "croppers" with an unusual attitude towards the dissimilarities that define people. "**Same-Differences** presents images of **a broad spectrum of ages, abilities, colors, ethnicities, and physical attributes**," observes Luty.

"And we show them working together, playing together, and living together just the way they do in **real life**," she says proudly.

### **Opinions Without Judgment**

“Do I have strong opinions that scrapbooking products should reflect the diversity of our lives? You bet I do,” says Luty. “But they’re just my opinions...my perspective...and my individual ‘world view’.” With the **Same-Differences** products, “I simply invite people to join me in sharing that view,” she says.

Luty notes that some companies prefer to target a separate niche with their products, offering images of a single ethnicity, religion, or physical state. She says she has no problem with companies and customers who prefer what she simply calls **a different scrapbooking “frame.”**

“Scrapbooking is a wonderful method of **self-expression**,” observes Luty. “And there’s never any right or wrong way to just be yourself.” She’s quick to note that a “this town ain’t big enough for the both of us attitude” simply isn’t appropriate in her industry.

Her **inclusive attitude** and her inclusive products have earned Luty the respect and affection of colleagues and customers alike.

### **Better Mental Health Through Scrapbooking**

Luty is also a trendsetter in her approach to “the **emotional complexion**” of scrapbooking. “As a craft, scrapbooking is pretty much all sunshine, and no rain,” she comments. “But most of us have experiences that are far more diverse. Our lives are filled with the bittersweet as well as the joy; the uncertainty as well the pride, and the highs along with the lows.”

Luty’s own life includes ongoing struggles with health and disability. “Not every day is a great day,” she says, underplaying the effects of Epidermolysis Bullosa, a painful skin condition from which she has had since birth. “But I still cherish every day. And I look forward to looking back on all of them when I’m old and gray,” she adds with a chuckle.

Luty was determined to create products that would help people “preserve memories in all their diversity and express the full spectrum of life’s emotions, whatever they might be.” Her desire was the genesis of the company’s **Straight to the Point**™ line of rub-ons. The rub-ons express a range of **common sentiments**, from inspirational to warm-and-fuzzy to a bit off the wall!

One of the most popular images is a little boy with a very cross, but sweet, face, and next to him is the phrase, *I’m not listening*. “I’ve used that one a number of times myself,” Luty laughs. “I guess we all need to express our angry little kid now and then!”

### **Coming Soon To A Media Outlet Near You**

Kim Luty is available for live and telephone interviews. She may be contacted by phone at 877-610-6683 or by email at [press@same-differences.com](mailto:press@same-differences.com)

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